

Message Text

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ACTION COME-00

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R 251000Z MAR 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 801

INFO AMEMBASSY SEOUL

AMEMBASSY TAIPEI

AMCONSUL HONG KONG

AMEMBASSY MANILA

UNCLAS TOKYO 3896

E.O. 11652: N/A

TAGS: BEXP, XE, XC, XU

SUBJECT: FAR EAST TRAINING PROGRAM FOR FOREIGN SERVICE LOCAL
COMMERCIAL SPECIALISTS

REF: STATE'S A1959, MARCH 11, 1974; TOKYO 3817

SUMMARY: EMBASSY'S RECOMMENDATIONS FOR UPGRADING SUBJECT
SEMINAR. END SUMMARY.

1. AS INDICATED REFTEL, EMBASSY WELCOMES SUBJECT SEMINAR SCHEDULED
MAY 13-17 IN TOKYO. EMBASSY TOKYO'S NOMINEES ARE AS FOLLOWS: MRS.
YOSHIKO KAWADO, MESSRS. MASWGU KAWAJIRI, ATSUSHI INABA, HISAO TAMADA;
YASUKATA TAKAI, RICHARD N. KAWAMURA, TETSUJI SASAKI (NOT ALL
SESSIONS). POST HOPES TO ADD OR SUBSTITUTE OTHER EMPLOYEES FOR
SPECIFIC SESSIONS.

2. IN EMBASSY'S VIEW, PRIMARY PURPOSES OF SEMINAR SHOULD BE AS
FOLLOWS:

A. TO INCREASE PARTICIPANT'S KNOWLEDGE OF U.S. ECONOMY, U.S.
INDUSTRY AND U.S. TRADE POLICY.

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B. TO PROVIDE CLEAR UNDERSTANDING OF NEW EXPORT EXPANSION

PROGRAMS, PRIORITIES, AND HOW THE FSL EMPLOYEE CAN MAKE MORE MEANINGFUL CONTRIBUTION.

C. TO SHARPEN ANALYTICAL SKILLS IN SUCH AREAS AS DATA INTERPRETATION, MARKET ANALYSIS.

D. TO PROVIDE CROSS FERTILIZATION OF IDEAS, TECHNIQUES IN HANDLING SPECIFIC, ROUTINE COMMERCIAL ACTIVITIES.

3. IN ORDER TO MEET OBJECTIVES, SUGGEST FOLLOWING:

A. BEGIN EACH DAY AT 8:30 A.M., (NORMAL STARTING TIME FOR EMBASSY TOKYO) WITH 30-MINUTE FILM (OR TWO 15-MINUTE FILMS) OF SPECIFIC U.S. INDUSTRIES, SUCH AS DONE IN FSI ORIENTATION COURSE FOR COMMERCIAL OFFICERS. TO BE EFFECTIVE, HOWEVER, FILMS MUST REPEAT MUST BE CURRENT. EMBASSY NOTES DAIRY PROGRAM AS LISTED REPAIR BEGINS AT 9:00. A.M.

B. HAVE SPEAKERS FROM WASHINGTON LEAD REASONABLY SOPHISTICATED DISCUSSIONS (FRANK AND POSITIVE) OF U.S. ECONOMY. U.S. TRADE POLICY.

C. SUGGEST WASHINGTON-LED DISCUSSION OF SUCH ITEMS AS COUNTRY COMMERCIAL PROGRAM, TOP'S PROGRAM, FTI, TIR MARKET RESEARCH, O PRODUCT PRIORITY LISTINGS.

D. SUGGEST WASHINGTON-LED DISCUSSIONS OF MARKET SHARE REPORTS, STATISTICAL TECHNIQUES, DATA INTERPRETATION.

E. TO PERMIT ADEQUATE TIME FOR ABOVE SUGGESTIONS TO BE INCORPORATED INTO SEMINAR, EMBASSY RECOMMENDS DE-EMPHASIS (BUT NOT REMOVAL) OF ROUTINE MATTERS, E.G., WTD'S AND ADS'S; DELETION OF SUBJECTS ABOUT WHICH FSL EMPLOYEES ARE ACKNOWLEDGED EXPERTS, E.G., HANDLING TRADE INQUIRIES, BUSINESS VISITORS; USE OF SUB-GROUPS FOR DISCUSSION OF CERTAIN FUNCTIONS THAT ONLY CERTAIN PARTICIPANTS WORK ON, E.G., COMMERCIAL LIBRARY; AND DELETION OF COMMERCIAL SECTION MANAGEMENT TOPIC, AS THIS IS RESPONSIBILITY OF AMERICAN OFFICERS.

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F. STRONGLY SUGGEST WORK OF PARTICIPANTS NOT BE CRITIQUED IN PUBLIC, AS THIS WOULD BE OFFENSIVE TO ASIAN PARTICIPANTS. RATHER, RECOMMEND WASHINGTON SPEAKERS BRING EXCELLENT EXAMPLES OF SPECIFIC COMMERCIAL WORK, AND BE PREPARED TO SHOW PARTICIPANTS WHAT IS MOST DESIRED.

G. SUGGEST VISIT TO TRADE CENTER NOT NEEDED, SINCE ENTIRE SEMINAR WILL TAKE PLACE IN TRADE CENTER'S LOUNGE. TRADE CENTER SHOULD BE

TREATED AS SEMINAR TOPIC, EITHER SEPARATELY OR DURING SESSION
"HOW POST CAN SUPPORT VARIOUS TRADE EVENTS."

4. EMBASSY'S SUGGESTIONS BASED ON DESIRE TO UPGRADE ENTIRE
GROUP OF PARTICIPANTS, MOST OF WHOM HAVE PROBABLY BEEN EMPLOYEES
FOR AT LEAST A FEW YEARS, RATHER THAN TO PROVIDE DETAILED
TRAINING FOR FEW TRULY NEW EMPLOYEES. VIEWS OF PARTICIPATINGH
POSTS WOULD BE APPRECIATED.
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